



THE SPECIALIST IN TRADING & INVESTMENT

About us

Saxo Bank is a leading multi-asset trading platform provider that enables self-directed traders and institutional clients to have real-time access to global financial markets from a single account. Clients benefit from unrivalled technology, deep liquidity and fast and reliable execution. We are seeking an exceptional individual to work with us in marketing capacities for our operations in Switzerland.

Marketing Manager with communication skills in Mandarin

Purpose

The purpose of this position is to help implement and execute our strategic and tactical marketing activities in Switzerland. This includes a wide spectrum of digital marketing tasks as well as physical client interaction in our Trading Lounge. The creative organization and hosting of seminars, presentations and larger client events adds to the wide scope of this position. The role also acts as liaison between marketing and other stakeholders in the value chain.

Responsibilities

- Responsible for the local marketing activities in Switzerland
- Online: Implementing global online campaigns locally and continuously optimizing them
- E-Mail: Managing and coordinating email-campaigns and distribution
- Website: Responsible to maintain the Swiss websites (EN/DE/FR) in collaboration with the digital team
- Trading Lounge: Work closely with local Sales & other key stakeholders to maintain a perfect customer experience and drive the development of Saxo Bank
- Event management: Cooperation and organization of local events

Your profile

- Educational background
 - Marketing/Sales and preferably Information Technology
 - HTML-programming and Sitecore knowledge an added plus
 - Good communication skills in German, French and English, both written and oral, communication skills in Mandarin
- Business background
 - Preferably previous classic and digital marketing execution experience
- Personal characteristics
 - Pleasant, outgoing, creative individual with strong interpersonal interaction skills
 - Strong commercial, customer centric and results-driven orientation
 - Good negotiation and organization skills
 - Attentive to details and dedicated to accurate task execution
 - Reliable and able to meet deadlines while managing multiple priorities
 - Flexible, adaptable, forward thinking with good problem-solving skills

We offer

If you want to become part of a very team-oriented, flat, agile and dynamic organization where your contribution will be recognized and rewarded, we kindly ask you to submit your complete application documents **online in PDF** to: hr@albrecht-partner.ch, Katharina Albrecht, +41 44 210 36 20